

Credorax increases digital gaming merchant approval rates by 13% through 3DS optimisation

\$20K

Monthly affected volume

+13%*

Increase in approval rates

OPTIMISATION:

3DS
Smart Routing

* For optimized BINs

The Challenge

As part of our value-added customer data analysis service, we noticed that one of our its merchants, a leading international digital gaming company, was experiencing lower-than-optimum approval rates, due to the fact that their 3D use was not optimised.

How We Helped

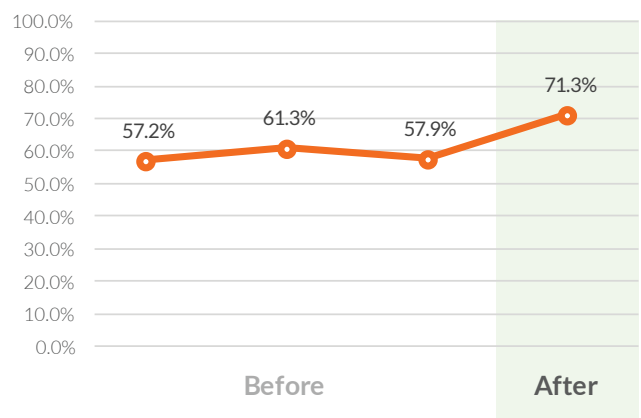
We contacted the merchant and presented the data together with our 3D optimisation recommendations. The merchant implemented our recommendations into their systems.

The Result

Optimised BINs delivered a 13% increase in approval rates and a higher liability shift for the customer. Plans were put in place for ongoing 3D optimisation in order to ensure maximum approval rates across the board.

Approval Rates

Gaming merchant / 3DS Optimised BINs



Cool Fact

We offer a machine learning, API-based product called Smart Advisor which recommends on a transaction level whether or not to send to 3D!

Contact us today:

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